

**YOU**

DOWN  
DOWN  
DOWN  
DOWN

**DOWN**

**WITH ZBB?**

A zero-BS guide to  
zero-based budgeting.





**If you've been asked  
to roll out zero-based  
budgeting (ZBB)  
across marketing,  
you're about to sift  
through hundreds  
of spreadsheets,  
outdated performance  
metrics, duplicate  
expenses, and  
mystery line items like  
“miscellaneous swag.”**

ZBB—aka building the budget from scratch, not just tweaking last year's numbers—sounds fun, right? *\*rolls eyes\**

*Spoiler: It doesn't have to be this painful.*

## **Why ZBB is all the rage (and kinda brutal).**

Here's why everyone's suddenly

obsessed with ZBB and justifying how to spend every marketing dollar.

**“We spent this last year” isn't a strategy.**

ZBB makes every line item fight for relevance. No fluff. No freeloaders. Sorry, Paco in Events. If it's not adding value, it's out. Investors and board members love that ruthless approach.

**Goals change, align your budget to strategy FFS.**

Budgets get built around what matters now, not what was trending last year. Market agility > status quo.

**Planning without ROI? Congrats, you're just guessing.**

To make smart, strategic budget calls, you need to know what's actually worked—and what you even spent in the first place.

ZBB isn't vibes-based budgeting. It's a receipts-only zone. If you can't track the investments, you sure as hell can't prove the returns.

Investors want more profits, growing EBITDA, and better returns, so be ready to show your work.

## ZBB doesn't suck, your spreadsheet-based process does.

Let's be honest—ZBB only feels painful when you're trapped in Excel hell. Think: cross-team budget inputs that don't sync, broken formulas, mystery macros, and last-minute “can-you-update-this?” chaos.

Modern tools—like Uptempo—make ZBB fast, flexible, and way less soul-crushing.

*Here's how it makes finance teams breathe easier:*



### No more fire drills.

Rework budgets fast with all spend in one view.



### Informed with data.

Model spend based on past results—not guesses.



### Align to strategy.

Link every budget to real business objectives.



### See spend clearly.

Filter spend by region, brand, or campaign focus.



### Catch cost issues.

Spot waste early before it hits your ROI.

ZBB is powerful. But only if your platform is, too.

Run marketing like a business.

**Book a demo today.**

